

KPJR BOOK CLUB

October 29, 2020

TWITTER TOWNHALL® IMPACT REPORT

OCTOBER'S EMOTIONAL INTELLIGENCE AWARENESS MONTH WITH AUTHOR MARC BRACKETT

VIRTUAL EVENT SUMMARY

On October 29th, 2020, over 600+ KPJR Book Club readers tuned in for the Author Twitter Townhall® with Marc Brackett, Ph.D., author of the award-winning book *Permission to Feel: Unlocking the Power of Emotions to Help Our Kids, Ourselves, and Our Society Thrive* — a practical and transformative 5-step strategy to ensure the emotional wellbeing of yourself and your child.

During the 8pm-9pm ET engagement forum, readers joined us on Twitter to post their questions & comments about the book using #KPJRBookClub for real-time answers from the author, reaching over 112,000 social users across 140+ posts.

OUR FEATURED AUTHOR



Marc Brackett, Ph.D.
@marcbrackett

Author of *Permission to Feel: Unlocking the Power of Emotions to Help Our Kids, Ourselves, and Our Society Thrive*

ORDER THE BOOK



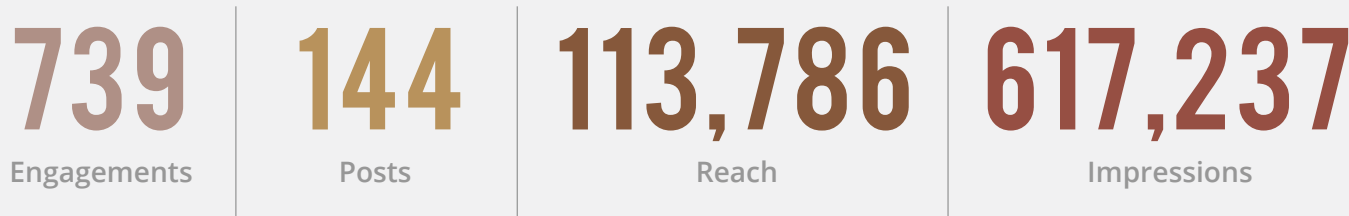
Marc Brackett, Ph.D. is the founding director of the Yale Center for Emotional Intelligence and a professor in the Child Study Center at Yale University. His research focuses on the role of emotional intelligence in learning, decision making, creativity, relationships, health, and performance. He has published over 150 scholarly articles, received numerous awards, and is featured regularly in popular media outlets such as the New York Times, Good Morning America, CBS This Morning, and The Today Show. Marc serves on a number of boards, including the Collaborative for Academic, Social, and Emotional Learning (CASEL), the nonprofit that founded the field of social and emotional learning (SEL).

Marc is the lead developer of RULER, an evidence-based approach to SEL that has been adopted by over 2,500 public, private, and charter schools across the United States and in other countries, including Australia, China, England, Italy, Mexico, and Spain. Research shows that RULER boosts academic performance, decreases school problems like bullying, enriches classroom climates, reduces teacher stress and burnout, and enhances teacher instructional practices.

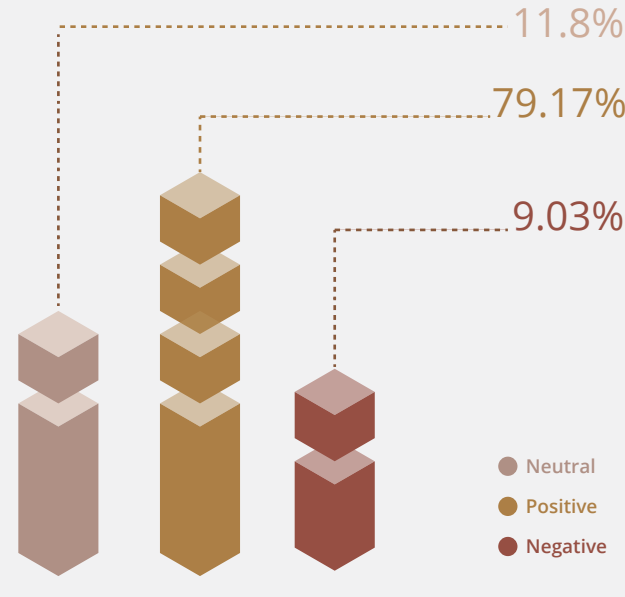
Marc also consults regularly with corporations including Facebook, General Electric, Google, Microsoft, and Pinterest on integrating emotional intelligence principles into employee training and product design, and is co-founder of Oji Life Lab, a digital emotional intelligence learning system for businesses.

Marc is the author of *Permission to Feel: Unlocking the Power of Emotions to Help our Kids, Ourselves, and our Society Thrive*, published by Celadon (Macmillan), which is being translated into 15 languages.

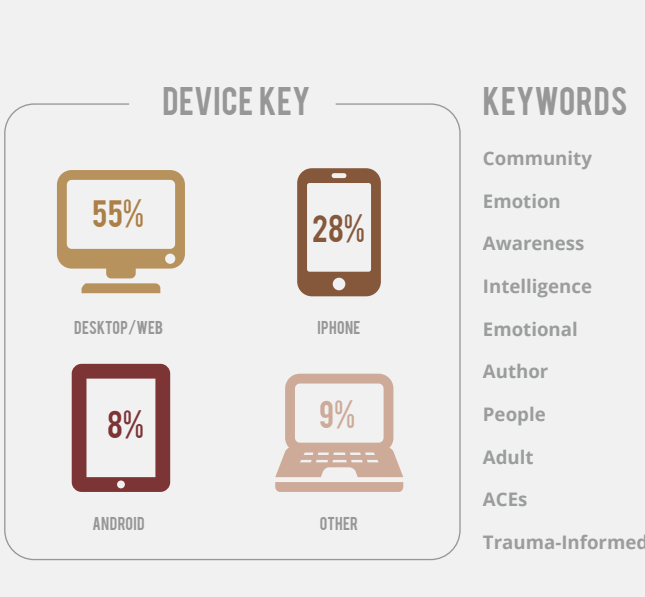
TWITTER TOWNHALL® ENGAGEMENT HIGHLIGHTS



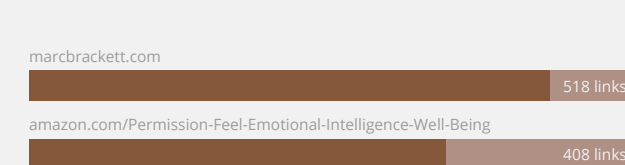
PUBLIC SENTIMENT



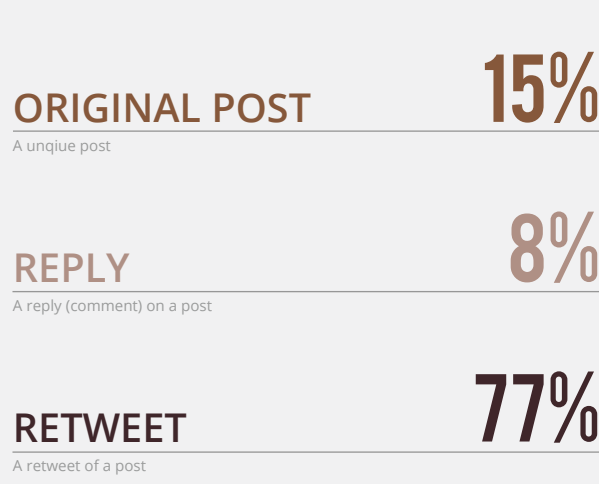
TOP KEYWORDS + DEVICES



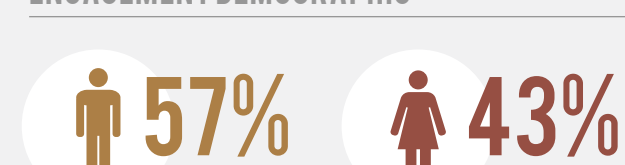
MOST LINKED SITES



TYPES OF ENGAGEMENT



ENGAGEMENT DEMOGRAPHIC



GEOGRAPHIC LOCATION



TOP ENGAGING POSTS CLICK NUMBER TO EXPAND



COMMUNITY ENGAGEMENT QUESTIONS CLICK NUMBER TO EXPAND

